

**FIRST 5 CALIFORNIA  
CHILDREN AND FAMILIES COMMISSION**

**May 17, 2007**

**Elihu Harris State Building  
1515 Clay Street  
Oakland, CA**

**MINUTES**

**Agenda Item 1 – Call to Order and Chair’s Welcome**

Chair Hector Ramirez called the meeting to order at 9:22 a.m.

Commissioners Present:           Hector Ramirez, Chair  
  Don Attore  
  David Kears

Commissioners Absent:           Carla Dartis  
  Molly Munger, J.D.  
  Louis Vismara, M.D.

Ex Officio Members Absent:     David Long, Ph.D.  
  Joe Munso

Chair Ramirez announced that First 5 California has three new commissioners - Molly Munger, Carla Dartis and David Long, who will attend the July meeting. He provided a brief bio on each:

- Molly Munger is a public education policy expert and has an extensive legal background including 25 years in litigation. She is co-founder and partner of the civil rights law firm English, Munger & Rice in Los Angeles. She also directs The Advancement Project, which is a national organization that works with local communities on equity and access issues, especially for low-income children.
- Carla Dartis manages the East Bay Community Foundation’s grant making and community investment activities. She has worked on early childhood education issues with the Packard Community Foundation. Ms. Dartis was also responsible for designing and launching the Affordable Buildings for Children’s Development Initiative, which is helping to expand child development facilities throughout the state. First 5 California is a partner on that project.
- David Long was recently appointed by Governor Schwarzenegger as the new Secretary of Education and will serve as an ex officio member on the commission. Dr. Long is a leader in implementing effective intervention programs for challenged schools and improving school facilities. He most recently served as Superintendent of Schools for Riverside County. Dr. Long also served as vice-chair of the Riverside County First 5 commission.

Chair Ramirez also expressed gratitude, on behalf of the commission, to Scott Himmelstein who served as an ex officio member for two years on behalf of the Secretary of Education.

**PUBLIC COMMENT:** None.

### **Agenda Item 2 – Host Region Welcome**

Mark Friedman, Executive Director of First 5 Alameda County, welcomed the commission to Alameda County. He presented highlights from two programs, Another Road to Safety and Early Childhood Mental Health and Child Care Consultation. Dr. Debra Brumond, Director of Family Support Services, shared that First 5 grants have funded various social and emotional programs for young children. These programs bridge the gap between mental health and Early Childhood Education (ECE), develop and promote standards of practice, develop training to build capacity and increase professional development, demonstrate decreases in challenging behavior and increases in positive behavior and increase proportion of classroom-based consultation vs. child-specific consultation. The commission commended Mr. Friedman and Dr. Brumond on their efforts and encouraged First 5 Alameda to continue its work with social services and early intervention.

**PUBLIC COMMENT:** None.

### **Agenda Item 3 – Executive Director's Report**

Executive Director Kris Perry provided an update and reported on the following issues:

- Governor's release of May revisions will be highlighted in Legislative update.
- First 5 Conference in Orange County May 29 through June 1 will include keynote speeches and workshops by First 5 California staff and commissioners. Former Commissioner Alice Walker Duff is moderating a panel on Equity Principles and Rob Reiner will be honored at a reception on Thursday night.
- First 5 Staffing Updates: Joining First 5 California - Stacie Sormano as Deputy Director of Research and Evaluation, Silvia Flores, Program Management Team (PMT), Richard Flores and Riley Henderson in the IT Division and Claudia Crowley, Contract Analyst in Administration Services. Leaving First 5 California – Judy Stucki, who managed First 5 California's ABCD Project and the development of the KIT for New Parents, has moved on to the California Department of Education (CDE) to work on their after school program, and Tina Chiginsky, who is moving to the Department of Social Services Welfare to Work Program. Tina was responsible for successful commission meetings and helped to establish First 5 California's presence at the state Capitol.
- The July commission meeting may need to be changed to a two day meeting and moved from Eureka because of the large number of action items to be covered. If the venue changes, First 5 will meet in Eureka another time during the year.
- Ms. Perry met with a number of different representatives of schools and universities to talk about higher education, and gave keynote speeches at several locations. She described efforts to highlight the launch of the new "Kit for New Parents" and the Asian Pacific Islander American (APIA) obesity prevention campaign. Ms. Perry noted First 5 has been featured on CNN and various television stations throughout the state. A DVD media report was shown to highlight the various recently earned media activities of First 5 California.

Ms. Perry thanked First 5 California's communication team and all the counties for having the van in their areas and coordinating messages.

Commissioner Attore requested the Media presentation DVD be sent to all legislative offices. Commissioner Kears offered congratulations for work well done.

**PUBLIC COMMENT:** Jennie Tasheff, First 5 Sonoma County and President of the First 5 Association, stated how impressed she and others across the state are with the media presentation. She noted the importance of First 5 messages, earned media, and paid media, and gave the example of Adam Sandler's comment on the obesity ad to get the message out. Ms. Tasheff said that counties can't approach the great impact that the state can produce in media markets. Commissioner Kears stated the commission's disagreement related to the media is not on the value of the work, just whether or not every population and area have been targeted prior to making any new media commitments.

#### **Agenda Item 4 – First 5 Association of California Report**

Sherry Novick, Executive Director of First 5 Association, provided an update on Association activities:

- Mentioned the defeat of SB 893 (Cox) and mentioned how the county commissioners and Boards of Supervisors got together and generated opposition letters. This shows the value of First 5 in the counties.
- Related to early mental health, a number of First 5-funded agencies participated in the recent stakeholder input meetings. The Association held their first meeting for their early childhood mental health project, which is funded by the California Endowment.
- There are currently 599 people registered for the Statewide Conference.
- Under the leadership of Moira Kenny they continue to pursue some of their learning communities and training opportunities for preschool expansion and learning exchange.
- The Association continues to work on children's health initiatives and is planning a nutrition summit. Commissioner Ramirez gave his appreciation for all the hard work done.

**PUBLIC COMMENT:** None.

#### **Agenda Item 5 – Committee Reports**

Tina Chiginsky reported that the commission agenda will have a new standing item entitled Committee Reports. Starting in July, each advisory committee will be listed that has met or taken action since the last commission meeting. Commissioner Ramirez noted that there are several vacancies on committees and the July meeting will provide an opportunity to appoint members. Committees can be re-evaluated at that time.

**PUBLIC COMMENT:** None

#### **Agenda Item 6 – Legislative Update**

Tina Chiginsky reported that First 5 state and county commissions have a strong presence at the state Capitol. Legislators are recognizing Ms. Perry, state and county commissioners and the executive directors as valuable resources on early child development, health and education issues. Ms. Chiginsky thanked the commissioners, First 5 staff and others for the opportunity to work with them. She highlighted the following bills and their status:

- SB 893 (Cox) - Defeated
- AB 571 (Jones) - Preschool for all 4-year olds
- SB 468 (Padilla) - Shaken Baby Syndrome
- SB 554 (Migden) - Would change vote to amend Proposition 10
- SB 680 (Ridley-Thomas) - Childcare resource and referral network funding
- SB 527 (Steinberg) - Autism
- SB 24 (Torlakson) - Would create a new tobacco mitigation fee. Although we would support the proposed use of the fees to expand healthcare services and prevent tobacco use in the state, it does not have a backfill provision for Proposition 10 or Proposition 99 funding.
- AB 1 (Laird) and SB 32 (Steinberg) - Would enhance children's access to healthcare.

At the commission meeting in July, Herb Shultz, Policy Consultant to the Governor, will make a presentation to the commission on the Governor's Healthcare Proposal. The commissioners acknowledged Tina and her hard work for First 5 California.

**PUBLIC COMMENT:** Ana Pacha Eisenstein with BANANAS asked the commission to support SB 680 (Ridley-Thomas) related to funding child care resource and referral programs. Maria Vilosa asked the commission to oppose AB 1236 (Mullin) related to universal preschool because the bill does not guarantee inclusion of private preschool providers in the proposed system.

#### **Agenda Item 7 – Annual CARES Report**

Maria Balakshin, First 5 California acting deputy director presented the highlights of the First 5 California Comprehensive Approaches to Raising Educational Standards (CARES) Annual FY 2005/06 Summary Progress Report.

**PUBLIC COMMENT:** Linda Olivenbaum described the Early Childhood Mentor Program. Rory Darrah, Candida Tapia, Ana Del Aguila, Carmen Rios, Liliana Quintero, Jessica Mihaly, Elizabeth Blakemore, David Fleshman and Renef Dahl shared their appreciation and support for the CARES program.

#### **Agenda Item 8 – Fiscal Report**

Terry Miller, Chief of Administrative Services, presented charts showing projected versus actual First 5 county tax revenue since FY 2002/03. The projections were based on a tool that will be updated this year and the new long-range projections should be available in FY 2007/08.

In response to a request at the last commission meeting for further information about county fund balances, including both committed and uncommitted funds, Ms. Miller provided a chart showing fund balances and the amount that remained uncommitted at the end of FY 2005/06. She noted that the figures are misleading for several reasons:

- Local auditors define “committed” differently from one locale to another.
- County commissions are required to have long-range financial plans. Some show these funds as uncommitted while others show them as committed.
- The data from FY2005-06 is nearly a year old and the picture has changed considerably in many counties.

Thus far in FY2006/07, while counties have seen a drop in revenues due to a larger deduction for Board of Equalization administration, Ms. Miller expects by the end of the year actuals will likely meet projections. Administration staff is monitoring the revenues closely each month. While statewide revenue projections may be met, some counties' revenues will be reduced because of shifts in the birth rate from one county to another. Ms. Miller provided an example of one county's live births decreasing (400+ less) to demonstrate the importance of counties maintaining funds to support program sustainability.

Commissioner Kears stated it is very important and in everyone's interest (the County, the State Commission, everybody) to get as much clarity as possible of the uncommitted funds quickly so it is clear to members of the public, the Legislature, or anyone else looking for money, that First 5 is not "sitting on funds" that commissions do not know what to do with. Commissioner Attore agreed with Commissioner Kears' comments and observations.

#### **Agenda Item 9 – Develop Strategic Plan for Fiscal Years 2006/07 through 2011/12**

Dr. Glassman reviewed progress with the strategic planning process and data he has collected thus far.

**Public Comment:** It was noted that community colleges were not on the list for strategic planning input. Chairman Ramirez mentioned this is only the first phase of the plan and the data will be re-evaluated as we continue with the strategic planning process. Chairman Ramirez encouraged people to participate in the afternoon workshops.

#### **Agenda Item 10 - Adjournment**

The commission meeting adjourned at 1:20 p.m. and reconvened to address the strategic plan. The next scheduled commission meeting is July 19, 2007, in a location to be announced.

#### **Agenda Item 11 – Strategic Planning Continued**

Commissioners, First 5 California staff and members of the audience met in one of three workshops: Public Awareness, Media Campaigns and CCFC Identity; Policy Development and Advocacy and Partnerships/Collaboration; and Program Support/Role Investments and Research and Evaluations.